Social Media Webinar
Tuesday, June 9, 2015
Office of Human Resources & Workforce Diversity
Today’s Agenda

• Why should we use social recruiting tools?
• Overview of Facebook
  – Terms and Definitions
  – UWSA’s recruitment Facebook page
  – Quick tutorial on how to make your own Facebook page for your institution
  – How to use your new page for recruiting
• Overview of Twitter
  – Terms and definitions
  – UWSA’s recruitment Twitter page
  – Quick tutorial on how to make your own Twitter page for your institution
  – How to use your new page for recruiting
• Overview of LinkedIn
• Questions/Discussion
Why use social media to recruit?

• 93% of recruiters use or plan to use social media

• Use to showcase employer brand
  – Not just open positions

• Engage with candidates across many platforms

• 82% of recruiters believe their social recruiting skills to be proficient or less
What does ‘social recruiting’ really mean?

- **Social recruiting** (social hiring or social media recruitment) is recruiting candidates by using social platforms as talent databases or for advertising. Popular social media sites used for recruiting include Facebook, Twitter, LinkedIn.
Facebook
July 1: It's Just The Beginning!
ups@uwsa.edu

5. Post

BI Careers on Twitter
“9 signs you’re going to be extraordinarily successful — via @LinkedIn http://t.co/3YFHtss0RW”

6. Like/Comment/Share

15 people reached

Like · Comment · Share
UWSA’s Facebook Page

• [https://www.facebook.com/careersuwsa](https://www.facebook.com/careersuwsa)
  – /careersuwsa is very important branding

• Worked with University Relations to brand page properly
How do you make a page for your institution?

• Go to: facebook.com/pages/create
• Select ‘Company, Organization or Institution’
• Select ‘Education’ for category & enter institution name
• Now you can enter your institution specific information
Using Facebook for Recruiting

• Regularly post helpful articles
  – LinkedIn, Business Insider & Forbes, etc...
• Post positions with very little language in post
• Shorten URLs to postings with TinyURL
• Encourage your friends to ‘share’ your posts
Posted Position

Careers at UW System Administration
April 23

#Hiring in Madison for VP of HumanResources and WorkforceDiversity.
Apply here: http://t.co/XOlwFYM5Gk #UWSA #execcareer

Current Job Offerings | UWSA HR/Benefits
Current Job Offerings Careers at UWSA Welcome About Working for UWSA Current Job Offerings Affirmative Action Data Questionnaire (AADQ) Executive Searches Senior Associate Vice... TINYURL.COM

256 people reached

Like · Comment · Share
Questions about Facebook?
Twitter
1. Twitter Handle:
   Your user name

2. Tweet:
   a 140 character post

3. Following:
   Whose posts you can see

4. Followers:
   Who can see your posts

UWSA Careers
@CareersUWSA

Who to follow:
Refresh View all

John Legere
Followed by Forbes

Vala Afshar
@ValaAfshar 7h
Global population:
1 @facebook
2 China
3 Tencent
4 India
5 @WhatsApp
6 @LinkedIn
Other Twitter Definitions

• Retweet: sharing a followers’ tweet
• Favoriting: favoriting a followers’ tweet (I will demonstrate this)
• Hashtag: Used to emphasize a point after a tweet (ex. #hashtag)
UWSA’s Twitter Page

• https://twitter.com/CareersUWSA
• Worked with University Relations to brand page properly
How do you make a Twitter page?

- Helpful hints
- https://twitter.com/signup
- Remember to keep the branding/user names consistent
Using Twitter for Recruiting

- Regularly ‘retweet’ helpful articles
  - LinkedIn, Business Insider & Forbes, etc... (same as Facebook)
- Tweet positions (including URL) in under 140 characters
- Encourage your friends to ‘retweet’ your posts
Tweeted Position

UWSA Careers @CareersUWSA · Apr 9
#hiring HR Security & Controls Analyst
#Madison #highered Apply here:
tinyurl.com/krng9no
LinkedIn

• We currently use University Relation’s account
• Very effective
• Can still use personal accounts to advertise
• Can purchase recruitment packages on individual accounts
Recruitment Tool Kit

• Social Media is only one part of our tool kit!
• https://www.wisconsin.edu/ohrwd/hr/ups-implementation-toolkit/
Questions?